

Art Beat • 2019

COMMUNITY • OUTREACH APPLICATION



SATURDAY JULY 13

Davis Square, Somerville MA

(Rain Date: Sunday July 14)

ARTBEAT is Somerville's annual multi-media street party! The festival showcases the city's diverse and vibrant arts communities and attracts thousands of people to Davis Square. Presented by the Somerville Arts Council (SAC) and Mayor Joseph A. Curtatone, ArtBeat is now in its 33rd year and features an eclectic mix of music, dance, theatre and art that take place outdoors and in performance venues. Participatory activities for all ages include facepainting, hands-on demonstrations and temporary installations.

**Local arts organizations and social service groups are invited to apply for a booth.
ArtBeat is a popular venue to increase community awareness of your services!**

2019 theme: Consumed

Are you consumed by feelings of joy, creativity — or guilt or anxiety? Do you associate the word “consumed” with synonyms like “absorbed” and “engrossed” or “depleted” and “dissipated?”

We are interested in all your interpretations of this theme yet are particularly interested in exploring how our consuming habits affect the planet. In fact, the Arts Council (SAC) is teaming up with the City's Office of Sustainability and Environment (OSE) for this festival, to investigate how artists and climate activists can collaborate in ways that affect positive change. Can we consume less? Can we consume in ways that are smarter? Can we turn the often all-consuming dread of climate change into positive action?

Perhaps a visual artist creates works to visualize our obsession with consumption or interprets climate change data in an engaging visual language. Perhaps a photographer would like to curate a show on “Stupid things I bought.” Other ideas include: a consumption confessional, the crowning of lord and lady consumption, and a global warming film festival or a parade around this theme. However you interpret “consumed,” we can't wait to see your proposals!



PRESENTED BY THE SOMERVILLE ARTS COUNCIL & MAYOR JOSEPH A. CURTATONE

APPLICATION DEADLINE: FRIDAY, May 31, 2019

A r t B e a t • F e s t i v a l • 2 0 1 9

C O M M U N I T Y • O U T R E A C H • A P P L I C A T I O N

APPLICANT CRITERIA

Applicants will only be accepted from organizations whose primary mandate is in the area of Art or Social Service, as defined below. City agencies shall also be allowed to apply.

"Art" means all those symbolic representations of a people's worldview transmitted through the media of music, drama, dance, visual arts, literature, and craft and combinations thereof. Art includes, but not limited to the activities of musical composing, singing, dancing, acting, drawing, painting, sculpture, graphic, motion pictures and photography, creative writing, weaving, pottery, jewelry-making, embroidering, macrame, and architecture.

"Social Service" is defined as a social programs and activities provided by organizations which serve the City's residents to strengthen personal or community life.

BOOTH SPACE AND FEES

The booth fee is \$75. Each booth space is 10-ft. wide x 10-ft. deep. If you require more space, each additional 10'x10' space is \$75. (Example: If you need 300 square feet, you will need 3 spaces: 3 10' x 10' spaces - \$225). The maximum number of booth spaces per applicant is five. Booth fees are not refundable upon acceptance of your application.

Table & Chairs Rental: The Somerville Arts Council can provide one 6-ft table and two chairs for a fee of \$20. If you would like to rent a table and chairs, make sure to indicate this on the following page and add \$20 to your application fee. Vendors are welcome to bring their own table and chairs and forego the \$20 rental fee. Vendors are responsible for bringing their own display accessories (i.e. racks, shelves). We cannot provide electricity. If you request a particular location, we will make every effort to grant it, but we cannot guarantee that your request will be met.

APPLICANTS MUST SUBMIT:

New Applicants

- information (brochures, etc.) about your organization
- a description of how you plan to set up your booth space (i.e. tables, display racks, canopy).
If possible, enclose a photo of your booth from a previous festival.
- samples of materials you wish to distribute. Please note that to minimize the amount of excessive paper trash, less is better! Giving away items like magnets, stickers, etc. would be more appealing to the public. The Arts Council also encourages you to have an art activity.

All Applicants

- a completed Community Outreach Application.
- If you wish to sell anything at your booth, you must provide a description of the merchandise and a price list. Please include samples (actual or photo representations). If it is determined that your actual booth set up is different than your proposed set up, this may jeopardize future approval.
- booth fee. SAC will return your payment if your application is not accepted.
- if you wish your support materials returned you must include a self-addressed envelope of appropriate size with sufficient postage.

All applications must be postmarked or delivered by **Friday, May 31** to the Somerville Arts Council.

Notification will be made within a week of receipt. Incomplete applications may be disqualified.

SPACE IS LIMITED. PREFERENCE WILL BE GIVEN TO COMMUNITY ORGANIZATIONS WITH A FOCUS ON ARTS & CULTURE AND/OR BASED IN SOMERVILLE.

Questions? Contact the Somerville Arts Council: (617) 625-6600 x2985 or hbalchunas@somervillema.gov

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C O M M U N I T Y • O U T R E A C H • A P P L I C A T I O N

Completed applications must be postmarked, or delivered to the Arts Council, by Friday, May 31, 2019.

Address: ATTN: ArtBeat Community Outreach/Somerville Arts Council, 50 Evergreen Avenue, Somerville MA 02145.

Please print clearly or type and complete all fields/guidelines below. Checks made out to: Somerville Arts Council

Organization _____

Organization Address _____

City/State/Zip _____

Contact Name _____

Contact Phone #1 _____ #2 _____

Contact EMail _____ website: _____

Type of organization: arts/culture social services
 city/municipal

Please provide information for your organization, and its mission, programs and services (Include any relevant brochure or paper materials, if not demonstrated through your website). Describe your booth set-up :

Has your organization participated in ArtBeat before? Yes No If yes, when? _____
Do you plan to use a canopy or tent? Yes No If yes, dimensions are _____ x _____

Will you be selling merchandise at your booth? Yes: Price Range: \$ _____ to \$ _____ No
*If yes, please describe the merchandise on a separate sheet of paper and provide photos or samples.

Will you have a participatory art activity at your booth? Yes No
*If yes, please describe the activity and if/how it relates to the theme:

We ask participants to bring appropriate signage with the name of their organization for their booth

Each booth space is 10'x10' and costs \$75. How many spaces would you like? _____ x \$75 = _____
Do you want to rent a 6' long rectangular table and two chairs for \$20? _____ x \$20 = _____
Total fee enclosed _____

Checks or money orders only, payable to the Somerville Arts Council.

** Remember to enclose a self-addressed envelope with sufficient postage only if you want your support materials returned.**

APPLICATION DEADLINE: FRIDAY, MAY 31, 2019

SOMERVILLE ARTS COUNCIL

City Hall Annex
50 Evergreen Avenue
Somerville, MA 02145
(617) 625-6600 x2985
www.somervilleartscouncil.org

DEADLINE: FRIDAY, May 31, 2019

BEFORE YOU MAIL YOUR APPLICATION

- Tear off the application guidelines and keep it for your records.
- Include information about organization's mission.
- If your organization plans to sell anything as a fundraiser, please provide a description of the merchandise, price list, and samples (actual or photo representation).
- Enclose your booth fee in the form of a check or money order, payable to the Somerville Arts Council. Payment will be returned if your application is not accepted.
- If you want your support materials returned, enclose a self-addressed envelope with sufficient postage and properly sized.